

## EMPAN Working Group Member Profile: Melissa Burnside, Hays



I started my career with Hays 12 years ago and in that time I have worked across all of our East Midlands offices and have been successful in recruiting an array of temporary and permanent positions across the region.

I came in contact with Lesley Dexter a number of years ago via the East Midlands Chamber and two years ago, over a cup of Christmas coffee, we decided to partner and host our first joint PA event, created with the intention of empowering local PAs and EAs with Lesley presenting on ‘overcoming imposter syndrome’.

A number of us are guilty of feeling that we have imposter syndrome, so as a result we decided to start running a number of events on ‘building confidence in the PA profession’, which is something I am incredibly passionate about.

Following on from the success of our first joint events, I was then asked to be part of the East Midlands PA Network Working Group which I couldn’t be more proud of. Over the last two years, I have been part of a number of successful events across the region from ‘What makes a successful PA’ to ‘Event and Project Management’, and my personal favourite event was when Adam Fidler visited the East Midlands in October 2017 and spoke to over 90 PAs on how they need to have a more managerial mindset. Our mantra is simple - we want to empower our profession and build the identity and community.

It has amazed me how much passion, ambition and appetite there is from PAs and EAs in the East Midlands who want to further their career, confidence and continually go the extra mile in their roles.

Hays Personal and Executive Assistants now sponsor the East Midlands PA Network, which covers our Chesterfield, Derby, Nottingham and Leicester office areas. So alongside my day job of recruiting talented PAs and EAs across the local East Midlands community I am proud to call myself an ambassador for EMPAN and I couldn’t be more excited for the future of our profession.

On a lighter note, as well as juggling a demanding day job and attending a number of PA events, out of hours I am very quickly becoming a gin connoisseur (which I am sure many of you will know about!). So I can offer advice on finding PA and EA talent as well as my favourite gins - I call it being well rounded!

**HAYS** Recruiting experts  
in PA & Secretarial

### **\*\*WE’VE BEEN SHORTLISTED!\*\***

*So excited to announce that we have been shortlisted for the Manchester PA Awards External PA Network of the Year!*

*If you would like to join us for the celebrations on 1 November in Manchester, [book your ticket here!](#)*

### In This Issue

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## EMPAN Member Survey

We have always been proud of the positive feedback we have received from our events but we realise that this feedback only comes from those that attend and not the whole of our membership. We therefore think that it is important to ask YOU - our members - what you want from your network.

So please do take five minutes to complete our member survey so that we can ensure we are delivering what you want.

The survey will remain open for the whole of September and as an incentive for completing the survey, there will be a prize draw to win a free place at one of our events as well as some other goodies!

## EPAA World of Work Survey

EPAA has launched its next vital piece of research which is based around the world of work and your careers. This survey will look at how EAs and PAs are recruited and if the processes match up to modern ways of working.

There are five parts to the survey covering education and experience, recruitment processes, interviews, salary and benefits, and future intentions to remain as business support professionals. As an incentive, there are various prizes including EPAA memberships and courses.

The survey is open until the end of October and can be completed [here](#) - we would strongly encourage you to participate. Results will be released in December and EPAA is planning to run a live webinar to deliver the outcome.



## Useful reading, blogs to follow, things to do ...

### Practically Perfect PA:

- Developing your Business Acumen on a Shoestring Budget [link](#)
- Five online courses every EA should take [link](#)

### Exceptional EA:

- Polls, blogs and virtual interviews from the lovely Shelagh Donnelly

### Uppercase Conference - 3-14 September

- An online conference by Mingletr dedicated to helping you learn, grow and transform - 100 speakers over two weeks. Look out for "Raising your visibility on LinkedIn" by Jennifer Corcoran



Take a look at the Chamber's new website to see how you and your organisation can benefit from membership

### Grow

Helping your business grow, whether through optimising processes, upskilling your people or reducing costs through membership benefits

### Connect

Whether you want to network, exhibit, learn more about what's going on in your sector through industry forums

### Skills

To stay competitive means you need good people, with the right skills who feel valued and appreciated

### Influence

Reaching and influencing the right person, whether it's your industry sector peers, your local MP, a specific Government department or simply people who need what you do

### International

Whether your business currently operates overseas or not

**JOIN**

## TRAINING

### EPAA Training

28 Sept, Manchester - EPAA & Adam Fidler Exec PA Development and Training Day

15 Nov, London - EPAA Associate AEPAA Training Day

16 Nov, London - EPAA Member MEPAA Training Day

### EPAA Fellow Training Day Roadshow 2019:

10 May, London  
13 May, Edinburgh  
14 May, Manchester  
16 May, Leicester  
17 May, Southampton

27-28 June '19, London - EPAA Tech Symposium

[Click here](#) for more details

### Chamber Business Training Directory

The Chamber runs a comprehensive range of open courses, accredited programmes, specialist coaching and consultancy, as well as bespoke options. [Click here](#) for more details.

### Digital Growth Programme

Fully-funded workshops, seminars and digital business advice to improve your digital footprint. [Click here](#) for more details.



Hilton EMA's new Whisk & Ladle Bar and Kitchen offers all day dining with its contemporary, modern and stylish décor, great for business or pleasure.

## EMPAN EVENTS:

### What Workers Want

**24 September, 5.30-8pm - Hilton East Midlands Airport Hotel [BOOK](#)**

Join us as we discuss the key findings from Hays' What Workers Want report which provides an insight into what makes a successful applicant journey, and identifies employers' strengths and weaknesses. This is a free-to-attend event but please do book.

### Achievement Thinking - Building Resilience and Managing Change

**18 October, 5.30-8pm - The Belmont Hotel, Leicester [BOOK](#)**

John Hotowka is a professional motivational/business speaker who gives individuals and teams the insights and practical mind set tools to become more resourceful, resilient and to improve their performance. You'll also laugh while you learn and be inspired to take action!

### PA to VA

**25 October, 5.30-8pm - Park Plaza Hotel, Nottingham [BOOK](#)**

**12 November, 5.30-8pm - Holiday Inn St Nicholas Circle, Leicester [BOOK](#)**

**20 November, 5.30-8pm - Derby Conference Centre [BOOK](#)**

What is a VA and have you ever thought of becoming one? Come along and meet three quite different VAs that took the plunge and learn from their experiences.

***Our events cost £10 +VAT to attend and offer valuable learning and development opportunities. They are also EPAA CPD accredited.***

## Social Networking

EMPAN is excited to be partnering with a number of venues and groups to bring you exclusive invites, launches and special offers.

### Nottingham PA/VA Hub Launch:

12 September, 5.30-7.30pm -  
The Botanist, West Bridgford

**BOOK**



## Charity Focus

As part of the Chamber's Annual Christmas Lunch held in December 2015, the Chamber set up the 'East Midlands Chamber Charitable Fund' as a result of charitable donations by members at this event. The fund is administered by Chamber member Leicestershire & Rutland Community Foundation and provides a platform for the Chamber to support charitable causes, whilst also managing all the money safely and within charitable law, claiming Gift Aid and so on.

The charities that have been chosen to benefit from the Charitable Fund for 2018 are:

- Hope Against Cancer
- Leicester & Leicestershire Animal Aid Association
- Rhubarb Farm

### Hope Against Cancer

Hope Against Cancer is Leicestershire and Rutland's local cancer research charity, and was established in 2003 to bring cutting-edge research to the area and to make clinical trials available to local people. Since 2003 they have raised in excess of £5m and funded over 60 research projects tackling many different forms of cancer. To find out more about the charity, their events, and how you can get involved, visit their website.



## AND FINALLY:

*"You can do anything, but not everything" - David Allen*

*"None of us are as smart as all of us" - Kye Blanchard*

### Supported by:



## WORDS OF WISDOM:

*"All you need is faith, trust and a little pixie dust" - Peter Pan*

*"Be brave enough to start a conversation that matters" - Anon*

## Technology:

**Scanbot** - easy and fast way to create high quality scans with your iPhone, iPad or Android device.

**Zoom** - a cloud-based system which provides users with a video-conferencing and online meeting service with webinars and file sharing functions.

### Sponsored by:

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